

12 February 1952

Mr. Barclay Acheson
The Reader's Digest
Pleasantville, New York

Dear Barclay:

The other day I was going over some mail which I had laid aside for home reading and had a chance to review your very interesting report of December 5 about the growth of your foreign undertakings. I extend to you my sincere congratulations. Please let me know when you are next in Washington as I should like to have a good talk with you.

Sincerely,

Allen W. Dulles

AWD:at

Distribution:

Orig - Addressee
1 cc - DDCI Chrome
1 cc - Exec. Reg. w/basic

DOCUMENT NO. 95
NO CHANGE IN CLASS
 DECLASSIFIED
CLASS CHANGED TO: TS S C
NEXT REVIEW DATE: _____
DATE 13/4/81 REVIEWER: 018373



THE READER'S DIGEST
PLEASANTVILLE • NEW YORK

December 5, 1951

Dear Mr. Dulles:

This is still another of the occasional reports we make to the limited circle of our own RD staff members and a few of those who have shown special interest in the growth of the International Editions of the Digest.

This year has been the most successful so far for the Digest around the world. Even though circulations have dropped slightly here and there, the overall figures are larger than ever - the 26 International Editions are selling approximately 6,400,000 copies per month. Advertising sales are well ahead of last year, too.

This does not mean that there are no troubles ahead. The magazine has to start all over again with each issue. But, the International Editions are in a stronger position than ever before.

All of us are busier than ever and probably you are too. But, I thought you might find a few minutes to look through this newsletter. If it suggests to you any comment or criticism about the Digest as you see it, I would be grateful if you would let me hear from you.

Sincerely yours,

Barclay Robinson

Mr. Allen W. Dulles
48 Wall Street
New York, New York

NEWS NOTES FROM PLEASANTVILLE

December 5, 1951

SPAIN NEXT?

For the first time, permission to distribute *Selecciones* in Spain has been granted by the Spanish Government. Copies sold heretofore have entered Spain without government sanction. Now the Digest will send copies to Spain regularly - starting with the January issue.

Permission to distribute does not imply permission to publish in Spain. That requires additional negotiation. Dennis McEvoy reports from Madrid that there are good grounds for hope that permission to publish will be granted soon, but no date for publication has been set.

NEW BUILDING

Work on the new building at the Home Office is going ahead rapidly. A full description and progress report is attached.

NEW JOB FOR TOKYO

On October 25th the Tokyo branch office of The Reader's Digest took over the distribution of all American magazines to all United Nations soldiers throughout Japan and Korea. The newly organized Magazine Distribution Department there is handling approximately 160 titles. Sales are made through 176 outlets in Japan and 36 in Korea. Tokyo Manager Sterling Fisher has named John Servaites head of the new department. John Meszaros has been borrowed from the S-M News Company to help us get started.

GOINGS AND COMINGS

Barclay Acheson, Director of the International Editions, returned on October 29th from a two months' trip to Europe, during which he traveled extensively in the U.K. and visited Paris, Stuttgart and Madrid.

Marvin Lowes, Assistant Director of the International Editions, left in mid-October on a trip which will take him to Europe, India and Japan. Marvin has the special mission of putting new subscription promotion techniques into effect in England, France, Germany, Italy and Scandinavia.

Other recent visitors to Europe include Fred D. Thompson, Jr., Eduardo Cardenas, Douglas London and John F. Maloney. Editorial travelers include Karl Detzer, who is visiting England and Germany; Robert Littell, who has returned from Pleasantville to Paris; George Kent, currently in England; Andre Visson, back on December 2nd after several months in Portugal, Spain and France; and J. P. and Peggy McEvoy, who are now in Japan.

Bob Sanchez, as usual, is among the travelers: Bob represented the Digest at the Inter-American Press Conference in Montevideo from October 8th to 12th.

- 2 -

Visitors to Pleasantville from abroad include William Buchan, Editor of the British edition, who recently spent several weeks working with the editors here. Max Curt Schreiber, Editor of the German edition, arrived on November 17th for a month.

TRANSLATIONS CAN BE TRICKY

The International Editions editorial office at Pleasantville tries to help translators abroad by explaining the meaning of American slang terms and idioms on the margin of the edited proof sent to foreign editions editors. Naturally it's impossible to catch everything, and occasionally amusing errors get past everyone but our hawk-eyed field editors. Here are a few funny mistranslations which have nearly crept into one or another of the editions:

A Spring take-off: A take-off by catapult.

Dog-eared magazines: Magazines containing pictures of dogs with long ears.

A money-raising campaign: A campaign to raise the value of the currency.

A sound-truck: A truck in good condition.

A Ford pickup truck: A Ford truck equipped with radio.

No punches were pulled: No blows were struck.

A story said that the Montreal baseball team was a "Brooklyn farm team." The translator thereupon wrote, in French, that the Montreal team is composed entirely of farmers.

At the suggestion of Fritz Dashiell all the editors with translation problems were invited to submit suggestions to Pleasantville for improving the editing of the English-language proof. A number of extremely helpful points have been made in reply, and these are now being put into effect by the International Editions central editorial office.

A GOOD ARTICLE IS A GOOD ARTICLE EVERYWHERE

As the years roll up experience, it becomes increasingly apparent that a good article in USRD is a good article everywhere. The amazing consistency of the popularity ratings from everywhere in the world continues to confirm what all of us already knew: that the Digest is a truly universal magazine. Here are a few recent typical examples of articles which have scored high wherever they were used:

The Reader's Digest, August 1951 - Florence Nightingale (book section); The Most Unforgettable Character I've Met (Doctor Dafoe); The Night My Number Came Up; PVP--the Plastic Plasma.

- 3 -

The Reader's Digest, July 1951 - Kon-Tiki (book section); The Most Unforgettable Character I've Met (Bernarr MacFadden); Drama in Real Life: "Operator, Operator!"; Margaret Sanger: Mother of Planned Parenthood.

The Reader's Digest, June 1951 - Eleven Years in Soviet Prison Camps (book section); The Most Unforgettable Character I've Met (Bruce Collier); Drama: A Lodging for the Night; The Most Wounded, the Most Sick, the Most Tired.

ADVERTISING IN RD INTERNATIONAL EDITIONS UP

J. B. Thomas reports that RDIE sales in the International Editions are running nearly 25% ahead of a year ago. James Galloway, the West Coast representative who joined the RDIE staff some months ago, has landed three large aircraft contracts - Lockheed, Consolidated and Douglas - with schedules in several editions.

There also is good news from James Cruger, new RDIE salesman, stationed in Mexico. The Mexican edition for January, 1952, tops all the other Spanish editions in number of advertising pages. Bright spot in the Brazilian picture - Bob Sanchez recently reported the biggest single contract sold to date for the Portuguese edition, 12 four-color double spreads advertising "Peixe." The December issue of Selecoes is the largest issue of the Portuguese edition ever published. It contains 248 pages. Good news from Down Under as well -- Bill Smith, in his first year with RD, has written £20,000 worth of business for Australia and New Zealand. For a young edition, New Zealand advertising sales have been most encouraging, with actual number of pages sold exceeding forecast by an agreeable margin.

On the other side of the world, encouraging news from Germany: with its December issue the German edition (domestic) broke its record for the number of pages of advertising carried in one issue - 72 pages.

Advertising sales in Sweden have made noteworthy progress; they are up 58% as compared with last year.

Incidentally, there is a new address for the advertising department of the London Office -- 1 Albemarle Street, Piccadilly, an advantageous spot in the center of things advertising, and with a view of the gates of St. James' Palace.

Most recent addition to the RDIE staff is Harlan ("Mickey") McFadden, formerly of Foote, Cone & Belding, who started November 1st as a special representative. Mickey will call on distributors of American products and on branch offices of American firms in the Caribbean and Southern Hemisphere.

George Wallace, Promotion Manager of RDIE, reports that his new issue of "Leading International Advertisers" lists more than 1,000 names - a strong advance over a year ago.

- 4 -

Altogether, the twenty-six International Editions of RD are carrying approximately 13,000 pages of advertising in 1951. Advertisers believe in the Digest so strongly that they are spending nearly \$8,000,000 with us this year.

SURVEYS IN PROGRESS

Research Director John Maloney was in charge of the recent meeting in Tunbridge Wells, England, of the World Association for Public Opinion Research, of which he is President. The meeting was attended by 150 delegates from 15 countries, including Japan and Indonesia, which were represented for the first time. While in Europe, Jack worked on plans for attitude surveys in France and Germany and an audience survey for Belgium.

Dr. Claude Robinson, sponsored by RD Canada, told about IMPACT at the Association of Canadian Advertisers convention in Montreal on November 2nd and at the American Marketing Association meeting in Toronto on November 27th. IMPACT is the new Gallup-Robinson method of evaluating the real effectiveness of advertising. The method involves getting people to recall the advertisements they have read in leading magazines and then to "play back" the advertising messages they retained. Forty of the largest U.S. advertisers use the service at present.

NEW COVER FOR PARENT EDITION

A new kind of cover will appear on the domestic edition beginning with the December issue and running through 1952, Art Director George Eggleston has announced. Both front and back covers are treated as a unit with the cover painting extending all the way around. The table of contents will be over-printed against the pictorial background. The December issue will have more inside color than any previous issue of The Reader's Digest.

Arthur Schaffert, who was appointed Art Director of the International Editions two or three months ago, is working on a comprehensive art manual which will soon be going out to all overseas offices. Ian Lindsay has taken over Schaffert's post in the Montreal office as Art Director of the Canadian editions.

Joe Barnell, one of our two wide-ranging cover photographers, has come temporarily to rest in New York after an extensive photo expedition in Canada. Dave Forbert, having completed a swing through Germany, France and Sweden, is now working in Spain. Dave returned to the U.S. around the middle of November.

ENGLAND'S GOSS PRESS READY FOR TESTS

Doug London reports that the Goss Press being erected for the British edition will start running a "live" form about December 15th for inclusion in the February issue. If all goes well, the entire February South African issue will be printed on the Goss, and thereafter both editions will be on the new press.

- 5 -

After considerable delay because of strikes, work is again going ahead on Dr. Eljas Erkko's imposing new printing plant in Helsinki. Late word is that the exterior is now complete and the new Webendorfer will be erected at the beginning of '52.

HERE AND THERE

Paul Thompson reports from Paris that SELECTION du READER'S DIGEST has just won a resounding victory in court against title pirates SELECTIONS SENTIMENTALES, thus establishing the fact that we have acquired in France proprietary interests in the title "Selection" by effective usage and promotion.

We have an encouraging follow-up bulletin on Managing Editor Fritz Dashiell. Fritz is again able to be back at his desk in Pleasantville, after recuperating from a heart attack suffered on his return from Europe in June.

News from Scandinavia -- Mr. Sune Wetter, board member of our Swedish company has been appointed legal adviser to H. M. The King. A similar appointment has been made in Denmark, where Mr. Wulff Konigsfeldt, Danish board member, has been named Chamberlain to the Heir Apparent to the Danish Throne, Prince Knud. Mr. and Mrs. Konigsfeldt were recent visitors to the Digest offices in Pleasantville.

Ture Agren reports that we are still "sailing with the wind" in Norway and Denmark, where circulation is at an amazingly high level. Sales in Norway for August were 191,300 copies. In Denmark, approximately 285,000 copies of the September issue were sold (total population a little over $3\frac{1}{2}$ million), thus making DET BEDSTE the magazine with the biggest sale in Denmark at the present time.

John Cooper from Sydney reported a 97% sale on newsstands for the September issue. A newsstand contest in Japan in November increased sales there about 16% on the contest issue.

From Paris comes word that the noted writer Andre Maurois is going to conduct a seminar among the editors and translators of the French staff, as an aid to still further sparkle in the local translations. The French edition maintains its lead as the largest-selling of all the foreign editions.

Barclay Acheson reports that by the end of 1952 the International Editions will have paid a total of \$1,750,000 in taxes to foreign governments. Since the beginnings of the International Editions nearly \$7,000,000 has been spent in their development. By the end of this year approximately 80% of this amount will have been returned.

* * * * *

- 6 -

From time to time we've heard some heartwarming human interest stories in which The Reader's Digest played an unexpected part. Though this one happened at home, it has an international twist -

Excerpt from a letter written by Mrs. E. M. Hochler, a schoolteacher, of Purcell, Okla., to Reader's Digest, Pleasantville:

" - - - The other day I met an Australian who was going to attend the University of Chicago. His wife was a Red Cross nurse when he met her overseas. Her home is Kansas. ---- I visited with him from Oklahoma City to Norman and he was so interested in learning about the U.S. that I thought Reader's Digest might be a help. -- He would remember a little woman in a red hat who told him about bus fares and our economy. -- Could you find out who he is? I'll pay for a subscription for a year. - - - - "

Excerpt from a letter from Elsie Farr (RD correspondent) to the University of Chicago:

"It seems almost like asking you to find the proverbial needle in a haystack, but is there any way of finding an Australian, who married a Red Cross nurse overseas from Kansas ---- A little woman in a red hat who visited with him from Oklahoma City to Norman, Okla., and who told him about bus fares and our economy, would like to give him a subscription to The Reader's Digest to help him learn about the United States - - - ."

Excerpt from a letter from John Brereton, University of Chicago student, to Elsie Farr, Pleasantville:

" - - I have decided to place it (your letter) with my other permanent records of this visit to the U.S.A. I wonder if an action of such kindness and spontaneity could happen in my own land --- On pondering, I'm inclined to think it could. If it could, it demonstrates the deep similarity of all of us, the people of the world. I have always thought it so. - - - A one time Red Cross girl and an Australian are tremendously indebted to a charming American woman in a bus, and to The Reader's Digest for underlining a concept of such enormous importance, and for good reading - - - ."

"Billy" Bishop, famous Ace of World War I and now an Air Marshall of the Royal Canadian Air Force, recently wrote a back cover essay for Reader's Digest. He, too, wrote of the universal kindness of people:

"I profoundly believe in the essential goodness of man, whatever his nationality or political beliefs. People whose minds are not warped by hateful propaganda are courteous, generous, and kindly. They believe in the decency and in the dignity of the human spirit. The success of the little magazine in which this message appears is one proof of that. The characteristics I mention are prominent among those that distinguish The Reader's

- 7 -

Digest, and which have enabled it to become, through the choice of readers wherever they are free to choose, the world's most popular magazine. The fact that these qualities are thus shown to be universal in their appeal is solid reason to look forward, beyond our colossal immediate problems, to a genuinely new world of limitless promise."



*Many employees have asked about the new Extension Building,
and the following information might be of interest to you.*

Harry G. Wilcox

The new extension building, that connects the two existing buildings, is expected to be completed by July 1, 1952. The roof slab will be poured by December 10, 1951. This extension, a two floor and basement building with a one floor and basement connecting link, will contain 87,000 square feet, an increase of 75% over the gross space in existing buildings, and will provide for a 35% increase in business. There are 300 workmen on the job. Construction is 11 days ahead of schedule. Two thousand cubic yards of concrete have been poured to date.

The Reader's Digest Association is acting as the General Contractor, and Fair-Chester Builders Inc. of Pleasantville is the General Building Contractor. Mr. Theodore Richards of White Plains is the Architect.

We feel that this new building is ideally located so that it will preserve the architectural dominance of the main building. It connects with the main building at the north end of the present stockroom, and has four entrances. A corridor from the main building, through the new extension, to a corridor in the present annex

building will make it possible to get to the cafeteria without going outdoors in inclement weather.

Floor slabs, roof slab, and columns are reinforced concrete. Exterior walls are concrete blocks to be finished in a brick veneer to match the finish of the present annex building. The stucco wing on the main building will be refinished in a brick veneer.

The floor capacity in the new extension will be a live load of 125 pounds per square foot. There will be a self-service freight elevator. The new building will contain 7 restrooms. A spring uncovered by the excavation will make necessary the waterproofing and dampproofing of walls and basement floor.

The new building will contain 1,000,000 cubic feet. The present main building contains 1,085,000 cubic feet. The basement of the extension will provide storage space for supplies, making it possible for us to reduce, by six, the fleet of 30 cars and trucks. By consolidating our storage of supplies, we will be able to release the following rented warehouses:

Mt. Kisco, Lexington Avenue	2500	square feet
Mt. Kisco, Martabano Warehouse	6000	" "
Mt. Kisco, McCagg Warehouse	2000	" "
Thornwood	2000	" "
Pleasantville	6000	" "
Bridgeport	2000	" "
Cowdin Barns	10000	" "
Total	30500	square feet

The basement also will house a garage with modern lift equipment, and the Shipping and Receiving Department with loading platforms equipped with Rite-Hite adjustable dock boards.

The balance of the new extension will house the following fulfillment departments:

1st floor:	Embossing	Repair
	Proof	Stencil Sorting
	Addressing	Stencil File
	Personnel	Transportation
2nd floor:	Billing	Cashier
	Messenger Service	Analysis
	Agent Analysis	Order Marking
	Mail Sorting	Recording

These departments will be arranged to improve the flow of the work. During the peak season there will be 800 employees in these departments. Large rooms and rooms in which heat generating machines are located will be ventilated by an exhaust air changing system, but no air conditioning is planned for the new building. The first and second floor space in the new building will make possible the release of the following rented office space:

White Plains	8300	square feet
Pleasantville, Bank Building	6700	" "
Pleasantville, old Post Office	4000	" "
Pleasantville, Wheeler Avenue	1600	" "
N. Y. City, Educational office	<u>6000</u>	" "
Total	26600	square feet

Of the 87000 square feet to be added, 57100 square feet replaces rented space, making a net increase of 29900 square feet.

No expansion is planned for the Cafeteria because it is felt that we can accommodate the additional people in existing space. The use of mechanical

operators is being studied for doors through which the traffic is heavy. A new 25000 gallon sewage disposal plant is being installed.

Space on the 2nd floor of the main building that will be vacated by the Cashier Department will be converted into administration offices. Additional space will be obtained for the Editorial Correspondence Department by turning over to them part of the lounge on the south end of the main building.

All buildings will be heated by units located in the boiler room of the main building. Dehumidification equipment will be installed in the paper storage area of the new extension.

There will be additional parking areas to accommodate 175 cars. Landscaping will be planned on a long range basis.

The following departments will move to the main building from Pleasantville: Adjustment, Agents, Business Correspondence, General Files, and Typing. The Education Department will move up from New York.